MAÏNOU LAOUCHEZ
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EXPERIENCE

IdeAll at Station F   **Paris, France**
Founder and CEO   December 2018 – March 2022

- Founded the first virtual and hybrid events company in France, helping companies such as Google, BNP, Axa and Amazon develop real and long-lasting relationships between collaborators, employees and managers
- Grew company to generate 700,000€ revenue in 2021, to reach 62.5% profit margins by 2020 and to expand employee base from 2 to 15 employees in less than one year in 2021

Entrepreneurship
- Pitched to Station F in 2019 and successfully integrated the Schoolab incubator to develop IdeAll's business model and KPIs
- Pitched to board of 200+ global entrepreneurs in 2020, and integrated Station F's Founders Program to expand IdeAll's commercial strategy and sales reach
- Started +100 partnerships with event providers, signed first physical events with Dailymotion and Apple in 2019 and organized 1,000+ events worldwide
- Built digital marketplace with Bubble.io in 2 months to connect event organisers with clients and facilitate payment management
- Developed and implemented commercial, financial, and marketing strategies based on clients' needs
- Forecasted budget and adjusted operational strategies to create sustainable growth

Project and Product Management
- Managed the creation of +20 digital games to develop employees' engagement and improve teams' productivity in work from home environment
- Facilitated communication across our 5 teams (marketing, design, developers, sales, event organisation) to ensure greater ROI
- Developed and improved production roadmaps by integrating each team's objectives and deadlines
- Collected and analysed clients' feedbacks after testing and managed all teams' adjustments to better user experience

Team Management
- Managed teams of 4 developers, 2 UX/UI and designers and 3 marketing employees to create immersive and interactive games, and to develop customer loyalty through marketing automations and communication strategies
- Recruited and formed +50 virtual and hybrid animators (freelancers) to better players' experience
- Worked hand in hand with the sales team to understand market evolution and increase revenue
- Created detailed and holistic recruitment and onboarding process to hire motivated and diverse employees

Engaged Tracking Index (Fintech)   **London, UK**
Carbon Data Analyst and Associate Sales Manager   January 2018 - April 2018
- Collected and analysed carbon emissions data and risk of public corporations for financial investment
- Contributed to French and Latin American markets opening and commercial expansion

Groupe Amaury (leading French multi-media group)   **Paris, France**
Cash Management Intern   January 2017 - April 2017
Worked with CFO to remodel cash management software across banks and business units
- Conducted detailed analysis of contracts, powers of attorney and bank statements for system compliance.
- Identify software improvements to simplify cash management processes

Le Crédit Lyonnais   **Paris, France**
Bank Teller   August 2016 - September 2016
- Provided banking information to customers about deposits, loan payments, savings, and withdrawals
- Advised customers on relevant bank services and led them through the account application process

EDUCATION

IPAG Business School   **Paris, France**
- Master II Degree in Entrepreneurship and Management   August 2015 - July 2020
- Ranked Class top five student

The University of Greenwich   **London, UK**
- Erasmus study abroad program with focus in Management   September 2017 - December 2018

Lycée Français de New York (LFNY)   **New York, US**
- French Scientific Baccalaureate. 11th grade Class representative   September 2012 - July 2015

Lycée Pasteur   **São Paulo, Brazil**
- Dual French and Brazilian education from primary school to 9th grade   January 2003 - December 2011

SKILLS

Languages: Native in French and Portuguese, Fluent in English and Spanish.
Tech: Bubble.io, Figma, Whimsical, Notion, Jira, Product Board, Trello
Finance: The Bloomberg Certificate (September 2017).
Hobbies: Volleyball, Cooking, Hip-Hop and Latin dance